

## ABSTRACT

The invention relates to olefin branched macromonomers, olefin graft copolymers and olefin resin compositions having the advantages of good compatibility with polyolefin resins and good moldability and workability. The olefin branched macromonomer satisfies the following (a) and (b):

- (a) its weight-average molecular weight ( $M_w$ ) measured through gel permeation chromatography (GPC) falls between 400 and 200000;
- (b) its vinyl content is at least 70 mol% of all the unsaturated groups in the macromonomer.